

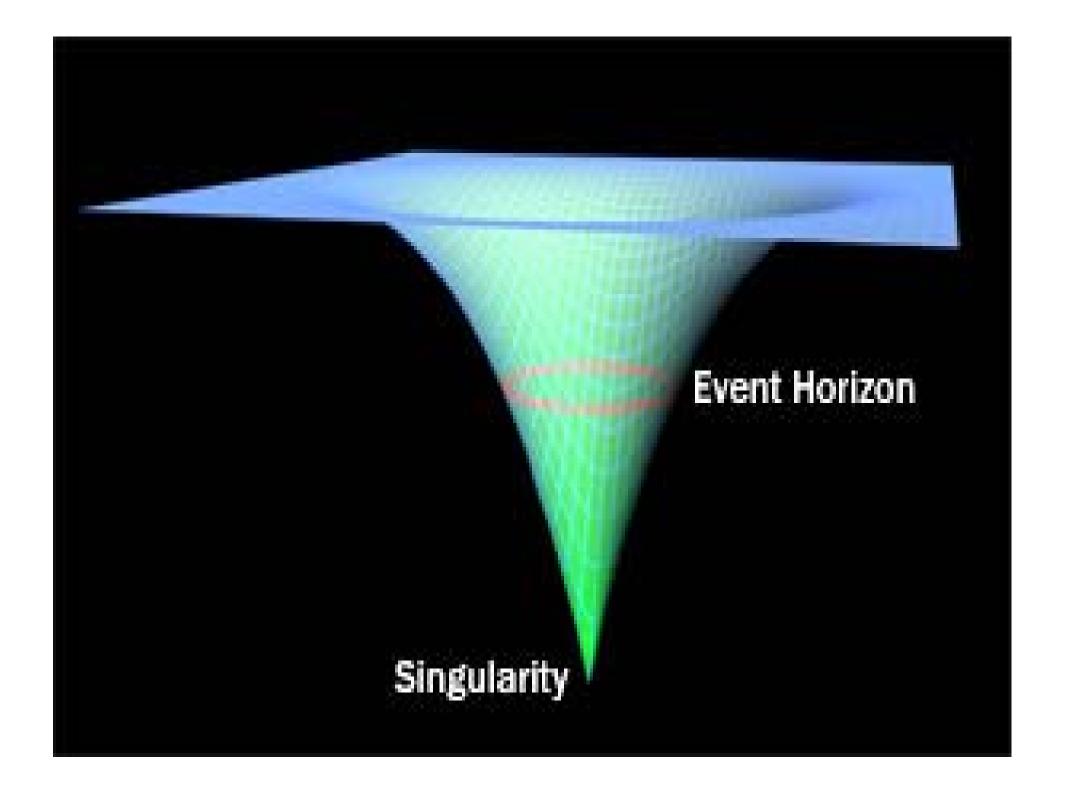
MANCHESTER 1824

Data Horizons: Some Thoughts on the Future of Data

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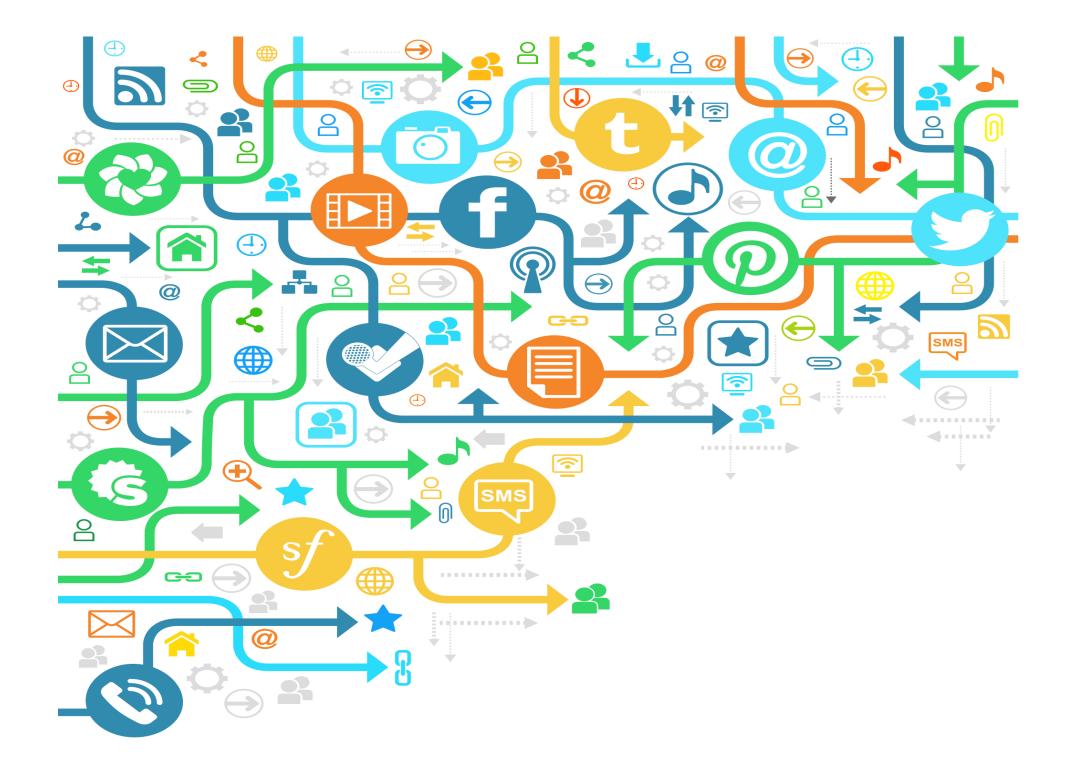






Data, data everywhere...

- Dramatic changes in the type and scope of data available for social research
- New types of data and new controllers/archives
 - Social media data growth
 - Commercial data

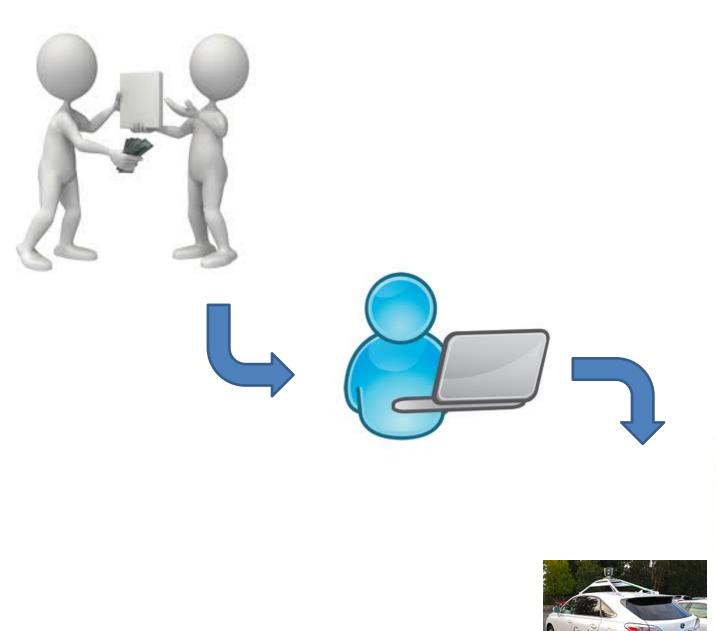


Data, data everywhere...

- Dramatic changes in the type and scope of data available for social research
- New types of data and new controllers/archives
 - Social media data growth
 - Commercial data
- New data linkage developments
 - New data being linked.
 - New forms of Combining, enhancing, fusing, linking, merging data

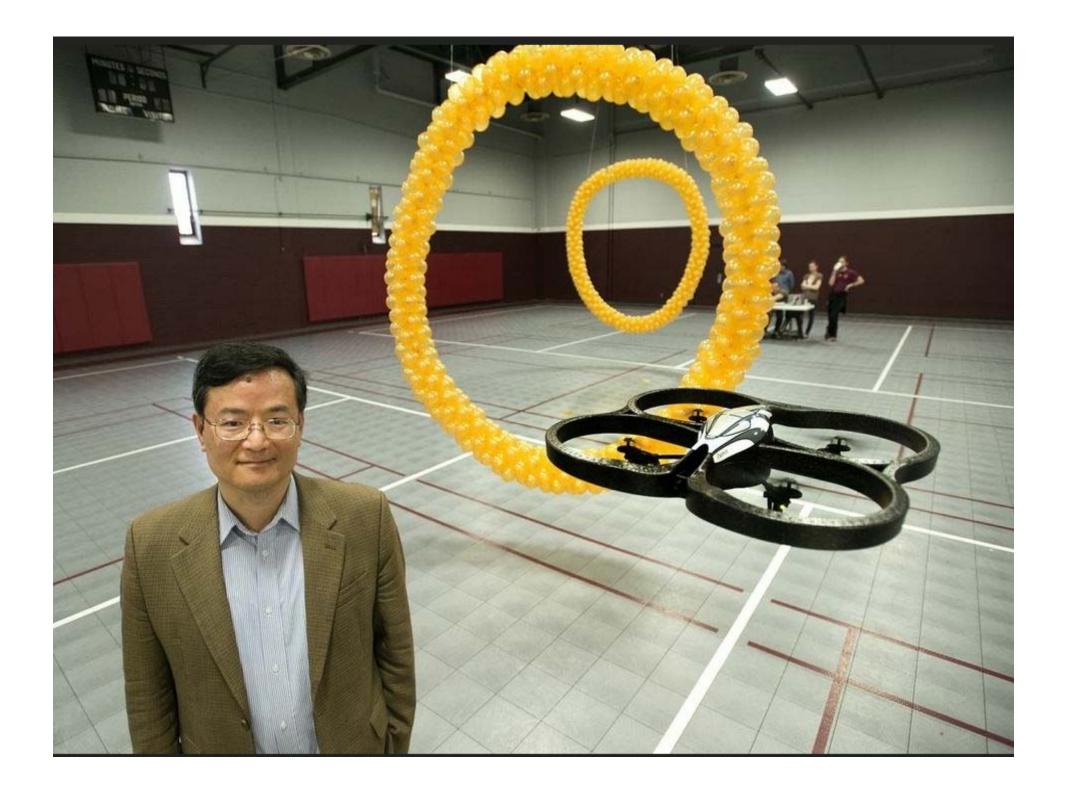




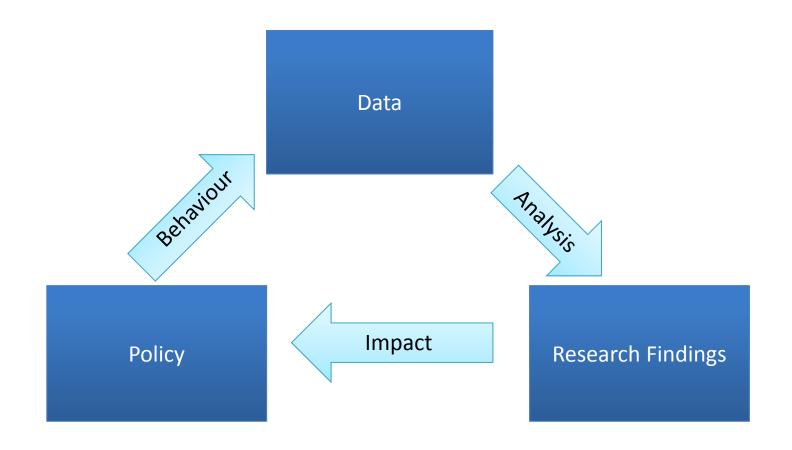




The RERNE











imitable and	I felt so uncomfortat and insecure. CHII Mainland & Hong K	were growing. I could	Music keeps me focused, like my ADD medication, and I had neither.	I went into absolute panic mode	It felt as though I was being tortur		e that I have no sted.	I feel empty. I feel isolated.
I felt so lonely I could not sleep well without sharing or connecting	I feel like a	I sat in my bed and a. stared blankly, I	I began going crazy.	I felt like a drug addict.	as if or	lt 'dea	d.' t in hours.	I'm addicted to technology.
others. I felt so 'urged' to go online I could bar practice self-control	my a slight tension e	had nothing to do. sthing passed into my heart, inveloped me. st something important.	My anxiety took over me and I caved in.	I suffered 'withdrawais' and even unconsciously reached out for a calculator which is slightly shaped like my phone.	device telling me to check my texts and email, or go on Facebook.	was missing something.	helplessness of not communicating.	I find it necessary to be connected and updated all the time.
I realized my addition to everything I knew everything I knew enable house such a			I had the feeling that my cell was vibrating I began to feel dietrace and to feel and feel dietrace and to feel to feel dietrace and to feel dietrace and			I feel paralyzed – almost handicapped in	Emptiness. Emptiness overwhelms me.	Unplugging my ethernet cable feit like turning off a life support system.
No.	anick	ed. 📠	going			my ability to live.	I am an addict.	Media is my drug. Without it I was lost.
Maximit it. 1 saying and feeling, where they are, and what's happening. broke the promise again.			race Twith I was. I felt a little row. overwhelmed row.			went numb and I felt	had a raised heart rate, increased anxiety and was panicking.	I am addicted to social media – in particular Twitter.
I went to sleep at 8 pm so that I was not tempted to watch TV or listen to music. UGANDA		in my mind absolutely sickening.	I kept hearing the sound of my Blackberry messenger ringing	I felt desperate and felt some kind of anguish	My nerves were overwhelmed.	Even in my dreams I see myself chatting, using Skype, Twitter, adding people on		
I was tempted.	I felt so lonely.	I am so dependently tied to various forms of media.	when I think of this whole thing: Isolated.	I am an addict of Blackberry	over and over in my ears It was haunting me!	I felt uncomfortable, disconnected.	The silence was killing me.	Facebook. I felt lonely.
Halfway through the day I felt I could not handle it any more.	I cannot imagine how life can be without using media.	I counted down minute by minute and made sure I did not exceed even a single second more!	I couldn't not listen to music. I listened to aimost 40 seconds of a song and then I was 'satisfied.'	Messenger. As soon as I left my phone I kept looking back. I felt that I needed it at that second.	I didn't realize it would be so isolating.	i went on a walk I felt the same.	It was a horrible day. WITHOUT MEDIA! I network, my cell phor always!	need my social











Our Data Our Selves:

- How does data impact on how we view our selves, our identity, our society?
- How does ubiquitous data impact on our norms, attitudes and values?
- How far and where will the investment of ourselves in the digital take us?

- Our Data Our Society:
 - How do the control processes for data reflect and affect existing social structures and
 - how does data disrupt the social structures?
 - How are data shaped by the institutions and objectives that produce them?
 - How are institutions and wider cultural processes affected by data about/within them?
 - (How) can social science affect the direction of travel?

- Our Data Our Research:
 - How useful are 'big data'?
 - (How) are these transformative?
 - Where are data now providing new questions the social sciences?

- Recent research on the data horizon in social science research
- Elliot, M., Mackey, E. and Purdam K. (2013)
 Data Horizons New Forms of Data for Social Research. ESRC – down load from the CMI web site (reports).

 "There is a growth of under theorised empiricism in social science...Uncritical use of data with limitations in coverage or definitions and the steering of research to things that happened to be measured". Survey respondent (Elliot, Purdam and Mackey 2013)

- Our Data Our Research:
 - How do we define 'data' in the social sciences?
 - Can social science adapt to use any form of social data?
 - Can a meaningful data ontology be developed?
 - Which intentional data sources do we still need?
 - How does ubiquitous data affect the centrality of theory?

To Sum up

- New technologies over the next 10 years will produce ever increasing types and quantities of data.
- New data change what we know about ourselves but also change our selves.
- Ethics in this **age of data** will a significant challenge.
- There is a pressing need for both a social science of data and a social data science.